

# IMPORTANT ACTIVITIES UNRELATED TO DIRECT OUTREACH & ENROLLMENT SERVICES



## Training Assisters & Community Partners

### ASSISTERS

- Make sure assisters are trained through the organization's certifying agency/agencies.
- Hold regular, information-sharing staff meetings.
- Review additional training provided by trusted sources

See **Appendix F** on page 61 of the full report for a list of trusted training resources.

### COMMUNITY PARTNERS

Share your knowledge of medical assistance and what your organization has to offer with community partners who may interact with target populations first.

Suggested partners to focus on include:

- Domestic violence shelters
- Family support programs

## Education on Health Insurance Literacy

### HEALTH INSURANCE LITERACY EVENT

- Invite clients and the community to attend.
- Discuss how to use health insurance.
- If possible, host one event per health coverage type (e.g., Health First Colorado (Colorado's Medicaid Program), qualified health plan with tax credits, etc.).

See **page 42** of the full report for information on a successful health insurance literacy event.

### OTHER HEALTH INSURANCE LITERACY ACTIVITIES

- Play health insurance literacy YouTube videos in your waiting area.
- Create health insurance literacy materials that are a mix of graphics and words so they are easier to understand.
- Email clients a monthly, one-topic email on health insurance literacy.

### HEALTH INSURANCE LITERACY DEFINED

Health insurance literacy evaluates the degree to which individuals have the knowledge, ability, and confidence to find and evaluate information about health plans, select the best plan for their financial and health circumstances, and use the plan once enrolled.

*Enroll America. (2012). Health Insurance Literacy Resource Hub.*



Colorado Covering Kids and Families

ckf.cchn.org



harderco.com



The Colorado Health Foundation™

coloradohealth.org

## Additional Activities

- Host morale-boosting activities for staff at the beginning and end of open enrollment.
- To help keep clients organized, give folders to clients where they can:
  - Take notes
  - Store documents you give them
  - Keep program-related client correspondence they receive

### SAMPLE MORALE BOOSTING ACTIVITIES

- Special meal
- Bowling
- Team board game party

The report, *Promising Practices in Outreach and Enrollment: Lessons Learned from Colorado's Outreach and Enrollment Learning Collaborative*, showcases the most promising O&E practices in Colorado for communities wishing to begin their own O&E program for health coverage, or to serve as inspiration for those who are already doing this work to try new approaches. It was compiled by Colorado Covering Kids and Families based on the work of the 10 participants of the Colorado Health Foundation's Community Approach to O&E funding opportunity. Visit here to view the full report: <http://ckf.cchn.org/promising-practices/>.